
EFFECTIVENESS SNS (SOCIAL NETWORK SITES) ADVERTISEMENTS ON BRAND IMAGE

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Abstract

The article tries to find out the effectiveness SNS (social network sites) advertisements on purchase intention. One objective of this study is reached through proper methodology. Sample size was 400. Multi-stage sampling technique was adopted. Multiple regression analysis was used for data analysis. It is found that the face book text advertisement, photo advertisement and video advertisement are influenced on brand image and promoted tweet advertisement and promoted account tweet advertisement doesn't impact the brand image. Hence, it is concluded that the three types of face book advertisement have positive impact on brand image. So advertiser can concentrate a little bit on creating text ad among the three face book advertisements. The promoted tweet advertisement and promoted account advertisement have less impact when compare with face book advertisement on brand image. Regular tweet on their official pages and publish different types of advertisements for the same products with eye catching designs and easy understandable contents. By following these suggestions advertiser can increase the brand image in social media.

Key Words: effectiveness advertisements, social network sites, Multi-stage sampling technique and brand image.

Introduction

The increasing range of on-line users has caused firms to change their structures so as to contemplate each on-line and virtual condition. They need been troubled to spot the foremost necessary factors which can have potential affects and advantages to their businesses. Each teams of on-line patrons likewise as sellers understand that victimization on-line channels will ease the method of buying and mercantilism. By considering this as a vital issue, several e-marketers and firms tried to remodel their business base to on-line approach. They understood that the normal manner of advertising cannot be the sole manner of capturing their on-line customer; thus, they need integrated on-line ad through virtual surroundings likewise as their own web site to plug their product and services. Hence, the requirements for applicable ad for his or her specific service and merchandise has arisen, so build it required for them to pick out appropriate ad base on their target market. It's necessary to grasp however customers understand or react to internet advertising and what elements have an effect on their attitudes and behaviors toward product and services as advertised on-line. Moreover, it'd be valuable to understand whether or not the effectiveness of internet advertising ends up in complete image.

Review of literature

Rosenberg, M. (1979), According to the self-concept theory, one's self concept is a collection of perception about him that includes elements such as capabilities, characteristics, shortcomings, appearance and personality.

Hemamalini and Shree Kala Kurup (2007) studied regarding "Effectiveness of TV promotion on Purchase Intention." Descriptive analysis style was followed during this analysis. Purposive sampling was adopted in choosing the respondents. The study was done by fifty respondents, United Nations agency was underneath graduates and post graduate students in faculties. This knowledge was analyzed through weighted average methodology,

Chi-square, correlation analysis. The chi sq. analysis shows that there's an excellent relationship between the TV promotion and therefore the purchase intention of the teenagers. The acquisition intentions were completely correlative with perceptions with the message strategy and with the celebrity endorsement and with the involvement factors.

Ahmed Nabeel Siddiqui (2014) researched that "TV Ads Impact on shopper Purchase Intention." The analysis is conducted in 5 major cities of Asian country with the sample size of four hundred respondents designated by the systematic likelihood sampling technique and responses were collected with the assistance of structured questionnaires. Results of the study show that, thanks to quality options shown in TV advertisements of product, shopper purchase intention will be raised. Whereas it absolutely was additionally found that the fun celebrity association, content quality of product shown in TV advertisements, effective promotion repetition and appeals is completely correlative with shopper purchase intentions.

Harshini (2015) studied on influence of social media ads on consumer's purchase intention. This study offers theoretical contributions and abstract model to existing analysis on Social Media Ads and Consumer's purchase Intention. This study highlights the characteristics of on-line ads and its influence on intention to buy. Whereas previous studies have investigated totally different options of on-line ads towards perspective and consumer's shopping for behavior, this study provides a replacement set of consumer's response towards Social Media ads with reference to Purchase Intention.

Dolich (1969) considers brand image as an important factor because it reflects the consumer decision process, and also has a great effect upon the consumer's next behavior, either to buy the brand or not (Fishbein, 1967).

Ashraf Bany Mahomet and Mahomet Alkubise (2012) analyzed that "How will on-line Advertisements Affects shopper getting Intention: Empirical proof from a Developing

Country." supported a 5 dimensions theoretical model, this study by trial and error analyzes the impact of on-line promotion on getting intention exploitation knowledge collected from 339 Jordanian university students. Results show that financial gain, net skills, net usage per day, promotion content and promotion location are vital factors that have an effect on the effectiveness of on-line promotion.

Reynolds (1965) noted that "an image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of the total impressions; it comes into being through a creative process in which the selected impressions are elaborated, embellished, and ordered" (p. 69).

Mai Ngoc Khuong and Truong Duc Nguyen (2015) studied on "The Effects of TV Commercials on Customers Purchase Intention – A Study of Milk business in metal Chi Minh town, Vietnam." Quantitative approach was applied with three hundred respondents United Nations agency usually used milk product and watched the TVCs regarding milk product of Anlene, Vinamilk, Dutch woman Complete milk, Dumex milk, Dielac Optimum milk and Dutch woman recent milk. It's found that purchase intention was indirectly influenced by customers' trust, customers' interest and length of TVCs.

Martineau, P. (1957), with the proliferation of brands in the market, consumers makes their purchase decisions largely depending on the brand image rather than the product itself. Moreover, when the brand image is consistent with the consumers' self-concept, the consumers would give a preference to it.

Research Design

Descriptive study is based on surveys, panels, fact finding enquiries, observations or secondary data's in a quantitative manner (Malhotra, et.al. 2004). It is possible to collect detailed information from a sample of a large population in survey research.

Research Problem

In this competitive world, taking a product in to market is not an easy one. In earlier days, the penetration becomes a challenging job. Whereas, sustaining in the market become a crucial task now a days. In this way, advertising plays a major role in marketing process. The corporates are fighting in the world with well-prepared advertisements through which corporates are trying to maintain a constant sales rate and sustain in the market.

Objective of the Study

- To find out the influence of Effectiveness of SNS advertisement on brand image.

Hypothesis of the Study

- There is no influence of Effectiveness of SNS advertisement on brand image.

Sample Size Determination

To determine the sample size for the study, Yamane – (1967) formula was used. The resulted value from the formula has been considered as the sample size for this study.

$$\text{➤ } n = \frac{N}{1+N(e)^2}$$

Where n is the sample size, N is the population size and e is the level of precision. A 95% confidence level and P = 0.5 are assumed. When this formula is applied this study,

$$n = \frac{28,096}{1 + 28,096 + (.05)^2}$$

$$n = 394.385$$

Thus, the total sample size of 400 numbers is decided as final sample for the study from above formula.

Sampling Technique

“Multi-stage sampling is a further development of the principle of cluster sampling. Ordinarily multi-stage sampling is applied in big inquires extending to a considerable large

geographical area. If we select randomly at all stages, we will have what is known as multi-stage random sampling design”. Here, the researcher identified the 62 groups which are Chennai base by its operation. In that, five groups have been selected based on active groups. The five groups are Chennai green friends (1123), Chennai vaasi (12697), Chennai runners (1518), Boutiques and malls (4945), Chennai online shopping (7813).

Sampling Method

The Face book groups namely Chennai green friends, Chennai vaasi, Chennai sales, Chennai runners, Chennai boutiques malls and Chennai online shopping has been taken for samples. All of these five groups are very active and daily updating in Social media. Also, groups are regularly arranging events, activities in a common place to make good relationship with their members.

Tool for Data Analysis

Multiple regression has been used to predict the Effectiveness of Advertisement on Brand Image.

Table 1: Multiple Regression Showing Influence of Effectiveness of Advertisement on Brand Image

Model Summary

R	R Square	Adjusted R Square	F	p
0.422	0.178	0.168	17.114	0.000

Coefficients

S.No.	Variables	B	SE	Beta	t	p
	Constant	26.668	4.219		6.321	0.000

1	Text Advertisement of face book	2.245	.765	.155	2.936	0.004
2	Photo Advertisement of face book	2.739	.776	.178	3.528	0.000
3	Video Advertisement of face book	3.717	.834	.225	4.457	0.000
4	Promoted Tweeter Advertisement	.355	.616	.036	.575	0.565
5	Promoted Account Tweeter Advertisement	.552	.588	.059	.939	0.348

Dependent Variable: Brand Image

The multiple regression analysis has been carried a sample of 400 and data considering brand image as a dependent variable and the remaining five independent variables such as text advertisement of face book, photo advertisement of face book, video advertisement of face book, promoted tweeter advertisement and promoted account tweeter advertisement. The reaction of the SNS users' and effect of the independent variables over brand image have been studied by the regression analysis.

The F value obtained for the analysis is 17.114 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is 0.178 and implies that 18% of brand image SNS users' are influenced by the above five variables.

Considering the significant individual regression coefficients, it is seen that the variables text advertisement of face book (Beta – 0.155, t – 2.936, p – 0.004), photo advertisement of face book (Beta – 0.178, t - 3.528, p – 0.000) and video advertisement of face book (Beta – 0.225, t-4.457, p – 0.000) are having effect over the brand image. And the remaining two variables such as promoted tweeter advertisement and promoted account tweeter advertisement values are more than 0.05 and it doesn't impact the brand image towards effectiveness of social media advertisement.

The analysis found that text advertisement of face book, photo advertisement of face book and video advertisement of face book variables are influenced on brand image and the variables promoted tweeter advertisement and promoted account tweeter advertisement doesn't impact the brand image towards effectiveness of social media advertisement.

Findings

- The F value obtained for the analysis is 17.114 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R^2 is 0.178 and implies that 18% of brand image SNS users' are influenced by the above five variables.
- The analysis found that text advertisement of face book, photo advertisement of face book and video advertisement of face book variables are influenced on brand image and the variables promoted tweeter advertisement and promoted account tweeter advertisement doesn't impact the brand image towards effectiveness of social media advertisement.

Recommendation

The face book text advertisement, photo advertisement and video advertisement are influenced on brand image and promoted tweet advertisement and promoted account tweet advertisement doesn't impact the brand image. The researcher suggests, the three types of face book advertisement have positive impact on brand image. So advertiser can concentrate a little bit on creating text ad among the three face book advertisements. The promoted tweet advertisement and promoted account advertisement have less impact when compare with face book advertisement on brand image. Regular tweet on their official pages and publish different types of advertisements for the same products with eye catching designs and easy

understandable contents. By following these suggestions advertiser can increase the brand image in social media.

Conclusion

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